

Message Text

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PAGE 01 WELLIN 02848 312324Z
ACTION EA-12

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-----029557 312332Z /70
R 310537Z MAY 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5658

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STADIS////////////////////////////////////

FOR EA/ANP - AMBASSADOR SELDEN

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT:AM-TECH '78 - STATUS REPORT AS OF MAY 30

REF: WELLINGTON 2737

1. AS THE PUBLICITY CAMPAIGN HAS NOW BEGUN AND PRINTING IS WELL ALONG, WE HAVE SUGGESTED THAT WASHINGTON CEASE FURTHER RECRUITING FOR AM-TECH ON THE BASIS THAT ANY FIRMS SIGNED UP FROM THIS TIME FORWARD WILL NOT BE ABLE TO BENEFIT FROM THE MARKET PROMOTION EFFORT. IN OUR TELEPHONE CONVERSATION WITH COMMERCE MAY 26, IT WAS AGREED THAT THIS PROPOSAL MAKES SENSE; SYDNEY HAS ALSO AGREED.

2. THIS LEAVES US WITH 18 FIRMS FULLY COMMITTED, AND ONE MORE WHICH SYDNEY IS EXPECTING TO SIGN ON MOMENTARILY. OF THESE 19, ONE WAS RECRUITED BY COMMERCE, ALTHOUGH THAT FIRM ALREADY HAS AN AGENT IN NEW ZEALAND. 9 FIRMS DO QUALIFY FOR "NEW-TO-MARKET" STATUS, ALTHOUGH ONLY TWO -- BOTH RECRUITED BY SYDNEY -- ARE SEEKING NEW ZEALAND AGENTS. TOGETHER, THE 19 NEW ZEALAND OR AUSTRALIAN-BASED
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EXHIBITORS ARE REPRESENTING 34 U.S. PRINCIPALS. WE BELIEVE THAT THIS IS BASIS ENOUGH FOR A SUCCESSFUL EXHIBITION.

3. IN YOUR DISCUSSIONS WITH ASSISTANT SECRETARY WEIL AND OTHERS AT COMMERCE, WE WOULD SUGGEST THAT YOU COMPLIMENT THE SYDNEY CENTER STAFF ON THEIR EXCELLENT

SUPPORT FOR AM-TECH. RELATIONS WITH THEM ARE SMOOTH AND PROBLEM-FREE, AND SYDNEY RECRUITED THREE OF OUR EXHIBITORS. WE BELIEVE, TOO, THAT CREDIT SHOULD BE GIVEN TO JIM PRICE OF LOREE'S STAFF WHO HAS BEEN PROJECT OFFICER FOR AM-TECH FOR THE LAST SEVERAL WEEKS. IT SEEMS CLEAR THAT SINCE JIM TOOK OVER AM-TECH RECRUITING, THERE HAS BEEN A MARKED IMPROVEMENT IN WASHINGTON'S EFFORT, AND IN ITS RESULT. IF HE HAD BEEN ON AM-TECH FROM THE BEGINNING, WE WOULD HAVE HAD A FAR LARGER CONTRIBUTION FROM WASHINGTON THAN WE HAVE HAD. THE ONE FIRM RECRUITED BY WASHINGTON WAS RECRUITED BY PRICE, NOT STRINGER.

4. DURING HER VISIT TO WELLINGTON MAY 15 THROUGH 17, LOREE MET WITH MANY BUSINESS AND GOVERNMENT OFFICIALS, AND WITH THREE INDUSTRY ASSOCIATIONS AS WELL AS ADDRESSING THE INSTITUTE OF DIRECTORS. SHE DID AN EXCELLENT JOB IN EVERY INSTANCE, AND IF YOU COULD COMPLIMENT HER ON IT IN THE PRESENCE OF HER SUPERIORS AT COMMERCE, IT WOULD BE APPROPRIATE.

5. LOREE TOLD US THAT HER TIME IN COMMERCE AS COUNTRY MARKETING MANAGER (CMM) FOR THIS AREA HAS BEEN EXTENDED BY FOUR MONTHS, AND SHE DOES NOT PLAN TO LEAVE FOR SINGAPORE BEFORE OCTOBER. THIS IS GOOD NEWS, AS HAVING AN EXPERIENCED AND SENIOR-GRADE CMM TO SUPPORT US IN LIMITED OFFICIAL USE

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COMMERCE IS VITAL. WE REMAIN CONCERNED, HOWEVER THAT ONCE LOREE EVENTUALLY HAS LEFT THE AUSTRALASIA DESK, SHE SHOULD BE SUCCEEDED BY AN EXPERIENCED AND EFFECTIVE CMM. OUR COMMERCIAL ACTION PROGRAM (CAP) FOR FY 79, WHICH WILL BE SUBMITTED WITHIN THE NEXT TWO TO THREE WEEKS, WILL PROVIDE FOR SEVERAL TRADE PROMOTION EVENTS WHICH WILL REQUIRE STRONG SUPPORT FROM OUR CMM; WITHOUT THAT SUPPORT, OUR CAP OBJECTIVES CANNOT BE MET. HEALY

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